

**NOTICE OF WORKSHOP**  
**CITY OF SOUTH PADRE ISLAND**  
**CONVENTION AND VISITORS ADVISORY BOARD**

**Note:** There may be one or more members of the South Padre Island City Council and the Special Events Committee attending this meeting, and if so, this statement satisfies the requirements of the open meetings act.

NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A WORKSHOP ON:

**THURSDAY, MAY 30, 2019**

9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

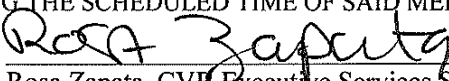
- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Presentation and discussion regarding FY 2019/2020 Marketing Budget and overview. (Caum)
  - a) Marketing Budget
  - b) Incremental Enhancements
    - Fall Texas Incremental
    - Spring Break College Roadshow Incremental
    - Frontier Airlines Incremental (Denver/Chicago – Harlingen International Airport)
    - Spring Break Collegiate Incremental
    - Summer 2020 Incremental
  - c) Board Members Discussion
- 4) Adjournment.

DATED THIS THE 24TH DAY OF MAY 2019.

  
\_\_\_\_\_  
Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON May 24, 2019, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



  
\_\_\_\_\_  
Rosa Zapata, CVB Executive Services Specialist

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL DAVID TRAVIS; ADA RESPONSIBLE PARTY AT (956) 761-8103.

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD WORKSHOP  
AGENDA REQUEST FORM**

**MEETING DATE:** May 30, 2019

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Presentation and discussion regarding FY 2019/2020 Marketing Budget and overview.

a) Marketing Budget

**ITEM BACKGROUND**

The CVA Board held their regular meeting on Wednesday, May 22, 2019. Discussion was held regarding 2019/20 FY proposed Media Flowchart and Marketing Budget. Chairman Salazar made the recommendation for a workshop to discuss 2019/20 FY Marketing Budget.

**BUDGET/FINANCIAL SUMMARY**

02-594 Marketing Budget

**COMPREHENSIVE PLAN GOAL**

Policy 1.1.5: The City should continue to market the Island's unique character and assets aggressively. Capturing the South Padre Island experience, distilling it into a marketing theme, and capitalizing on its message is critical for economic development efforts. The Island's eclectic style is a valuable economic commodity.

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:  X

Approved by Legal: YES: \_\_\_\_\_ NO:  X

Comments:

**RECOMMENDATIONS/COMMENTS**

**Item No 3**

**CITY OF SOUTH PADRE ISLAND  
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- a) Marketing Budget
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  - Spring Break College Roadshow Incremental
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Comments:

**RECOMMENDATIONS/COMMENTS**

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD WORKSHOP  
AGENDA REQUEST FORM**

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Approved by Legal: YES: \_\_\_\_\_ NO:  X

Comments:

**RECOMMENDATIONS/COMMENTS**

**EXPENDITURE REQUEST DETAIL**

**Fiscal Year 2019-2020**

**ARTMENT:** Convention & Visitors Bureau **DIVISION:** Marketing

**FUND:** **2 ACCOUNT:** 594

Object Code	Account Title	19/20 Base Budget	19/20 Enhancement Request (s)	
0103	Video Media	0.00	0.00	
0108	Fulfillment and Postage	0.00	0.00	
0230	Stock-Promo Items--trade shows	0.00	0.00	
0513	<b>Training</b>		<b>7,650.00</b>	
	Senior Marketing and Communications Manager			
	Marketing and Communications Specialist			
0530	<b>Professional Services</b>	603,500.00	0.00	
0531	<b>Media Placement</b>	2,203,650.00	0.00	
TAG	TAG Rio Grande Valley Media		0.00	
TAG	TAG Mexico Media		0.00	
TAG	TAG Texas Media		0.00	
TAG	TAG Winter Texan/Central States Media		0.00	
TAG	TAG Spring Break Media		0.00	
TAG	TAG Overall Media Research, Planning & Placement \$2,025,000.00		0.00	Removed from 18/19 TAG contract - group business media buy \$100,000
	In House Group Business (Digital Edge) \$200,000.00 (\$100K from old TAG contract plus \$100K from new enhancement)		100,000.00	Added \$100,000 from new funds
	In House Misc. Marketing Buys \$128,650.00 (\$78,650 from base budget plus an additional \$50K from new enhancement)		50,000.00	Additional \$50,000 added to inhouse media placement
0533	<b>Marketing</b>	60,000.00	50,000.00	Additional \$50,000 added to inhouse software
0537	<b>Production/Content Development</b>	314,200.00	0.00	
TAG	TAG-Creative & Content Services \$194,200.00		0.00	
TAG	TAG-Production & Editing \$120,000.00		0.00	
0550	<b>Travel Expense</b>	10,000.00	3,968.50	
TAG	Agency travel \$10,000 per year		0.00	
	Staff Travel \$3,968.50			
0559	<b>Content Development</b>	60,000.00	0.00	
TAG	TAG-Website Maintenance & Digital Development \$60,000.00		0.00	
	<b>Department Totals:</b>	<b>3,251,350.00</b>	<b>211,618.50</b>	





## 2019 MEDIA CAMPAIGN

[illegible]








South Padre Island Convention & Visitors Bureau  
FY19 Mexico Media Plan

theatkinsgroup

FISCAL YEAR 2019																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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MEXICO (Monterrey, Reynosa, Tamaulipas, Garcia, Saltillo, San Nicolas, Guadalupe, San Pedro Garza, San Luis Potosi)	12	7,220,000																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										



## FISCAL YEAR 2019

FISCAL YEAR 2019										Q4 2018												Q4 2019																																																																									
2018 MEDIA CALENDAR										Q4 2018												Q4 2019																																																																									
ISSUE: Midwest & Canada										Q4 2018												Q4 2019																																																																									
Media Vehicle	Cross 5	#	INSWeeks	Est. Impressions	0000	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER																																																																														
						1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23																																																							
<b>Bosch</b>	SEW (Goode, Varco & Bing)	8		59,477																																																																																											
	Paid Social	8		8,925,875																																																																																											
	Re-targeting	8		4,775,125																																																																																											
	Programmatic: Video   Mobile   Display	8		2,213,235																																																																																											
	Device ID Targeting & Programmatic Chicago Flight	8		2,568,365																																																																																											
	AdRoll - October 2018	3.5		2,207,682																																																																																											
	AdRoll - October 2018	1		TBD																																																																																											
	Midwest Living: Custom E-best	1		65,000																																																																																											
	Midwest Living: From the Magazine E-newsletter	1		TBD																																																																																											
	Canadian Traveler - Digital Banner Ads	4		100,000																																																																																											
	Canadian Traveler - Highlight Content Article	1		40,000																																																																																											
	Canadian Traveler - "Where Next?" E-newsletter	2		36,000																																																																																											
	Canadian Traveler - "Where Next?" Sponsorship Ad	2		36,000																																																																																											
	Canadian Traveler - Social Media Push	1		TBD																																																																																											
	Explore - Live the Adventure E-newsletter	2		128,000																																																																																											
	Explore - Highlight Content Article	1		40,000																																																																																											
	CT   ATND - Digital Banner Ads	3		100,000																																																																																											
	CT   ATND - Online Highlight Article	1		40,000																																																																																											
	CT   ATND - Where Next? E-newsletter	4		12,000																																																																																											
<b>PMG</b>	AARP Great Lakes (1/2P4C - Advertorial)	1		1,127,000																																																																																											
	Canadian Living - America's Tours to Discover - Nature & Outdoors	1		1,800,000																																																																																											
	Midwest Living (1/2P4C	2		960,000																																																																																											
	Midwest Living: 16th page advertorial, Sweepstakes, Reader Service	1		960,000																																																																																											
	Midwest Living: Showdarts Getaway (1/2P4C	1		960,000																																																																																											
	Midwest Living - Full Run - 16th page advertorial, Sweepstakes, Reader Service	-		960,000																																																																																											
	Explore Magazine (1/2P4C, Winter Issue)	2		37,000																																																																																											
	Canadian Traveler (1/2P4C, Winter + Spring Issues)	2		37,000																																																																																											
<b>GOE</b>	Sun County Terminal 2 (MtnSts, Paul) -10 Spot	5		1,871,320																																																																																											
	Subtotal Leisure Midwest			28,339,602																																																																																											
<b>Legend:</b>	Audience 1: Midwestern Singles/Couples 25-35: 																			Audience 2: Midwestern Families 35-45: 																			Audience 3: Midwestern Seniors 55+: 																			Audience 4: Winter Travelers/Berries: 65+: 																			Audience 5: Interest in Outdoor Activities: 																		
		FY19 Q1 Total																			FY19 Q2 Total																			FY19 Q3 Total																			FY19 Q4 Total																																				
		\$293,906																			\$82,209																			\$-																			\$51,646																																				
		FY19 OVERALL TOTAL: \$21,212,289																																																																																													
		Midwest/Canada Impressions Total: 23,539,690																																																																																													



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b) Incremental Enhancements

- Fall Texas Incremental
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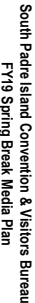
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Comments:

**RECOMMENDATIONS/COMMENTS**





theatkinsgroup

[illegible]

theatkinsgroup



South Padre Island Convention & Visitors Bureau  
FY19 \$100k Spring Break Media Push

theatkinsgroup

FISCAL YEAR 2019

2019 MEDIA CAMPAIGN

Target: \*\*University List + Add Texas Schools & Oklahoma Schools

Media Vehicle

#

Est. Impressions

Gross \$  
(000)

31

7

14

21

28

4

11

18

25

4

11

18

25

SPRING BREAK

College

DIGITAL

\*\*Device ID Targeting  
\*\*Paid Social (Instagram, Snapchat, FB)  
\*\*SEM/PPC

\*\*YouTube Video (:15 or :30)

Pre-roll Video (ZIPS :15 or :30)

Connected TV/OTT (SA, Austin, Dallas, Houston)

E-mail Blast #1 (Texas & Oklahoma College Students)

E-mail Blast #2 (To Openers of E-blast #1)

Re-blast #3 (To Non-Openers)

The Daily Texan (UT Austin) Online Rectangle

The Daily Texan (UT Austin) Mobile Banner

The Daily Texan (UT Austin) E-Newsletter

The University Star (Texas State) Online - Leaderboard

The University Star (Texas State)- Facebook

The University Star (Texas State) - Twitter

OOH

UT Austin Campus Permanent Bulletin (Guadalupe/Nueces)

Production Cost

PRINT

The University Star Newspaper (Texas State) - Front Strip - Spring Break Edition (Tuesday)

The Daily Texan Newspaper (UT Austin) - Front Strip - (Various Days)

The Daily Texan Newspaper (UT Austin) - SXSU Special Edition

The Paisano Newspaper (UTSA) - Front Strip - Tuesday

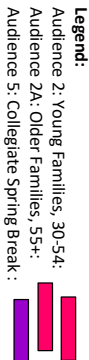
TV

UT Austin - Student TV Station (120 :15 spots)

Spring Break Subtotal

7,749,473

\$100.0



FY19 Spring Break Total:

Gross \$  
\$100,000

Spring Break Impressions Total:

7,749,473



10,138,771



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## FY19 Summer Incremental Campaign

June - August 2019

Budget: \$150,000

### Objectives

- Boost family visitation during summer season
- Make travelers aware of South Padre Island's plethora of activities
- Increase awareness of and visitation to CVB website
- Provide multiple touch points for the message
- Utilize media with a high and efficient reach against various target audiences
- Monitor response-rates, use CPL (cost-per-inquiry), Google Analytics, CPC (cost per click) etc., as contributing criteria for media selection

**Target Audience:** Leisure Travelers/ Families 25-54 with HHI \$75k

### Geography: Texas & Mexico

- Heavy emphasis on RGV (focus on upper Valley only)
- Drive/Fly markets: Houston, Dallas, Austin, San Antonio
- Monterrey, Reynosa, Tamaulipas, Garcia, Saltillo, San Nicolas, Guadalupe, San Pedro Garza, San Luis Potosi

### Recommended Media

- Broadcast (TV, Radio)
- Internet
- (Paid social, E-blasts, Pandora, OTT Streaming)

### Budget Breakdown: Option A

- RGV (46% / \$70K)
- Texas (27% / \$40K)
- Mexico (27% / \$40K)



### Budget Breakdown: Option B

- RGV (46% / \$70K)
- Texas (24% / \$35K)
- Mexico (27% / \$40K)
- Seattle (3% / \$5K)





Where music meets the beach.

EXPLORE NOW



Austin

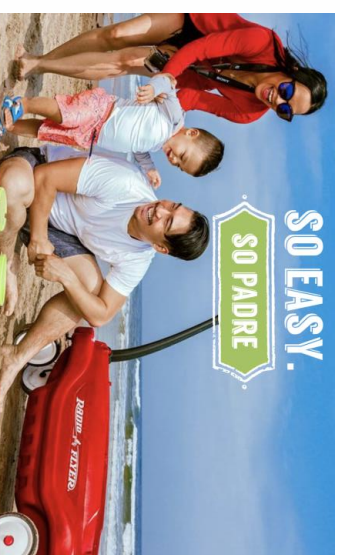


Enough for the whole weekend.

EXPLORE NOW



RGV



We're worth the drive.

EXPLORE NOW



San Antonio



SO HAPPY. SO PADRE.

We're worth the drive.

EXPLORE NOW



Dallas/Houston



## FY19 Spring Break Incremental (CMG & Inertia)

October 22, 2018 - March 17, 2019

**Budget:** \$49,999

### Objectives

- Utilize Device ID targeting for Spring Break
- Identify specific universities in target locations
- Mobile and tablet
  - 5.7MM impressions
  - Once the device is identified, the ad is served and follows the device
- Influenced Location Visit Rate (ILVR)
  - Number of visitors attributed to a campaign
- Location true lift study
  - Determine incremental lift by comparing those consumers exposed to an ad vs. those not exposed, who then visited after the ad was served.

### Target Audience: Collegiate Spring Break

#### Geography: CMG & Inertia Tours (Targeted School List)

- MI, MN, SD, OH, IL, IA, NB, KS, MI, WI, ID, AR, OK, TX

### Recommended Media

This campaign ran in conjunction with the current proposed Spring Break plan running from 10/22/18 - 3/17/19:

- SEM & Paid Social
- Re-targeting & Device ID

CMG Device ID	Inertia Tours Device ID	CMG SEM	Inertia SEM	TOTAL
------------------	----------------------------	------------	----------------	-------

<b>Impressions</b> 898,391	<b>Impressions</b> 1,588,664	<b>Impressions</b> 88,646	<b>Impressions</b> 37,864	<b>Impressions</b> 2,613,565
<b>Clicks:</b> 2,062	<b>Clicks:</b> 3,327	<b>Clicks:</b> 3,587	<b>Clicks:</b> 2,808	<b>Clicks:</b> 11,784
<b>CTR:</b> 0.23%	<b>CTR:</b> 0.21%	<b>CTR:</b> 4.05%	<b>CTR:</b> 7.42%	<b>CTR:</b> 0.45%

- **Device ID** drove a total of 639 visitors to the Island at an average of \$28 per visitor.
- **SEM** performed as the number one source of traffic to the site for this campaign with an overall CPC of \$3.30.





# FY19 Spring Break Media Approach

October 22, 2018 - March 17, 2019

Budget: \$148,165.14

## Objectives

- Utilize Device ID targeting for Spring Break
- Utilize Paid Social for promoting Spring Break Family through social channels
- Retargeting (Spring Break Family & Collegiate)

**Target Audience:** Collegiate Spring Break/ Families

**Geography:** Combined CMG/Inertia School Lists & Texas

- Drive/Fly markets: Houston, Dallas, Austin, San Antonio

## Recommended Media

Included SEM (Google, Yahoo, Bing); Retargeting: Social (Facebook, Instagram, Snapchat, Twitter and Pinterest); Device ID



Print Ads/Front Strips



Digital Banners



Social Media



Visit South Padre  
@visitouthpadre

Follow

Starting planning now for some Spring Break family - bonding.  
[sopadre.com/family-spring-...](http://sopadre.com/family-spring-...)



Visit South Padre  
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Starting planning now for some Spring Break family - bonding.  
[sopadre.com/family-spring-...](http://sopadre.com/family-spring-...)



Texas' Best  
SPRING BREAK is yours

PLAN NOW



Visit South Padre Island | Family Fun for Everyone  
[www.sopadre.com](http://www.sopadre.com)

Ad

School is out for a week and there's no better time than Spring Break for family-bonding.

Events

Texas' Best  
SPRING BREAK is yours



Family Spring Break



# FY19 Spring Break Push

October 22, 2018 - March 17, 2019

Budget: \$100,000

## Objectives

- Utilize Device ID targeting for Spring Break
- Identify specific universities in target locations
- Mobile and tablet
  - 5.7MM Impressions
  - Once the device is identified, the ad is served and follows the device
- Influenced location Visit rate (ILVR)
  - Number of visitors attributed to a campaign
- Location true lift study
  - Determine incremental lift by comparing those consumers exposed to an ad vs. those not exposed, who then visited after the ad was served.

**Target Audience:** Collegiate Spring Break

**Geography:** Combined CMG & Inertia School Lists

## Recommended Media

This campaign ran in conjunction with the current proposed Spring Break plan running from 10/22/18 - 3/17/19:

- SEM & Paid Social
- Re-targeting & Device ID

SEM	Facebook	Instagram	Snapchat	Device ID	University Star
<b>Impressions</b> 68,767  <b>Clicks:</b> 4,420 <b>CTR:</b> 6.43%	<b>Impressions</b> 219,053  <b>Clicks:</b> 8,193 <b>CTR:</b> 3.74%	<b>Impressions</b> 1,706,981  <b>Clicks:</b> 8,574 <b>CTR:</b> 0.50%	<b>Impressions</b> 1,812,278  <b>Clicks:</b> 23,866 <b>CTR:</b> 1.32%	<b>Impressions</b> 1,064,975  <b>Clicks:</b> 2,757 <b>CTR:</b> .26%	<b>Impressions</b> 10,478  <b>Clicks:</b> 248 <b>CTR:</b> 2.37%
Video	SPOT X	YouTube	The Daily Texan	Elasta	TOTAL
<b>Impressions</b> 1,158,166  <b>Clicks:</b> 1,805 <b>CTR:</b> .16%	<b>Impressions</b> 681,526  <b>Clicks:</b> 644,860 <b>CTR:</b> 94.62%	<b>Impressions</b> 281,089  <b>Clicks:</b> 795 <b>CTR:</b> 0.28%	<b>Impressions</b> 357,437  <b>Clicks:</b> 392 <b>CTR:</b> 0.11%	<b>Impressions</b> 309,764  <b>Opens:</b> 65,039 <b>Open Rate:</b> 21.2% <b>Clicks:</b> 6,288 <b>CTR:</b> 2.0%	<b>Impressions</b> 7,750,628  <b>Clicks:</b> 59,615 <b>CTR:</b> .77% <b>Conversions:</b> 3,695

- **SEM** performed with the strongest CTR across the additional platforms/media
- **Device ID** ranks as the best performing platform based on conversion numbers, providing the highest volume of conversions (visitations) than any other platform for this additional budget.
- **Instagram** and **Snapchat** ranked second and third best performing platforms based on total number of conversions, with some of the best **cost per click** and **cost per conversions**.

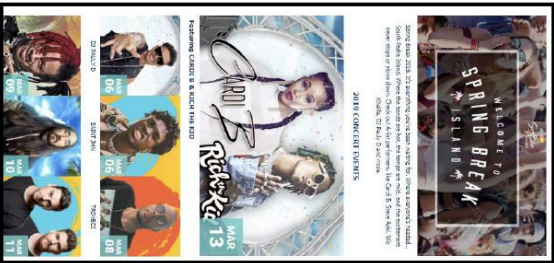




UT Campus Billboard



Spot X



E-blasts





## THE DAILY TEXAN

## THE DAILY TEXAN

That's  
not true.



**Can you have a car?**  
Yes, you can have a car if you are a resident of the state of Texas, you are at least 16 years old, and you have a valid driver's license.  
No, you can't have a car if you are not a resident of the state of Texas, you are under 16 years old, or you do not have a valid driver's license.

**Spring Break FOMO?**  
Don't miss it. Get it now. Spring break is just around the corner. Don't miss it. Get it now. Spring break is just around the corner.

### Campus poll expansion



There's a growing trend of students expanding their horizons. They're not just looking for a job, they're looking for a challenge. They're not just looking for a job, they're looking for a challenge.

### Sound up weekend aims for zero waste

The Sound Up weekend is a great opportunity to reduce waste and save money. By using reusable containers and avoiding single-use plastics, you can help reduce the amount of waste that ends up in the landfill.

**Spring Break FOMO?**  
Don't miss it. Get it now. Spring break is just around the corner. Don't miss it. Get it now. Spring break is just around the corner.

**YEAR BOOK**

**SNACKS**

**Spring Break FOMO?**

Ads

## THE PAISANO

**UTSA completes investigation on Anita Mose**  
The University of Texas at San Antonio (UTSA) has completed its investigation into the allegations of sexual harassment against Anita Mose, a former faculty member. The investigation found that Mose had engaged in inappropriate behavior with several students.

**March kids of Women's History month**  
The University of Texas at San Antonio (UTSA) is celebrating Women's History month with a series of events and activities. The events will focus on the contributions of women to the field of education and the importance of gender equality.

**GenCure signs students into book marrow registry**  
The GenCure program has signed up several students for its book marrow registry. The registry allows students to donate and receive books from a central library, making it easier for them to find the books they need for their studies.

**Don't Miss The Party**  
Don't miss the party at the University of Texas at San Antonio. The party will be held on the campus and will feature live music, food, and drinks. It's a great opportunity to celebrate and have fun with your friends.

## THE PAISANO

**University seeks to increase on-campus housing**  
The University of Texas at San Antonio (UTSA) is seeking to increase the amount of on-campus housing available to its students. The university is currently in the process of evaluating different options and will be making a decision in the near future.

**Researchers observe stress-induced plants**  
Researchers at the University of Texas at San Antonio (UTSA) have observed the effects of stress on plants. The study found that plants exposed to stress produce a different set of proteins than those that are not exposed to stress. This discovery could have important implications for the field of plant biology.

**Study suggests the role of stress on child development**  
A new study suggests that stress plays a significant role in child development. The study found that children who experience high levels of stress are more likely to have behavioral problems and lower academic achievement. This finding highlights the importance of providing a supportive and stress-free environment for children.

**Don't Miss The Party**  
Don't miss the party at the University of Texas at San Antonio. The party will be held on the campus and will feature live music, food, and drinks. It's a great opportunity to celebrate and have fun with your friends.



## FY19 Chicago/Denver Frontier Incremental

November 12, 2018 - February 2, 2019 (12 weeks)

**Budget:** \$100,000/ Denver (\$60k) & Chicago (\$40k)

### Objectives

Support Frontier Airlines' new direct flights from Denver and Chicago to Valley International Airport (HRL) to drive ticket sales for the December flight launch.

### Target Audience:

- Winter Texans/Retirees 65+ with HH1 \$75k+
- Adults 25-54 w/o children with HH1 \$75k+

**Geography:** Denver and Chicago

### Recommended Media

Utilize a blend of programmatic OOH (outdoor) and digital (programmatic, Device IS, Paid Social) in an effort to increase awareness of new flight with individuals that are likely or in-market for travel to a beach destination.

- Programmatic OOH
- Device ID Targeting
- Cross Platform Mobile & Display
- Facebook
- Instagram

**Estimated Impressions:** Denver (8,899,230) Chicago (6,078,600)

Programmatic	Device ID	DOOH	TOTAL* with DOOH Impressions	TOTAL
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<b>Impressions</b> 3,499,504	<b>Impressions</b> 6,111,201	<b>Impressions</b> 1,236,669	<b>Impressions</b> 16,051,403	<b>Impressions</b> 14,814,734
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<b>Clicks:</b> 4,745 <b>CTR:</b> 0.14%	<b>Clicks:</b> 12,235 <b>CTR:</b> 0.18%		<b>Clicks:</b> 25,196 <b>CTR:</b> .16%	<b>Clicks:</b> 25,196 <b>CTR:</b> 0.17%
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**Programmatic:** We used four different targeting strategies for our programmatic campaign:

- WhiteList Sites: .08% CTR
- Contextual Targeting: .12% CTR
- Behavioral Targeting: .12% CTR
- Geo-fencing: .13% CTR

**Device ID:** Towards the end of this campaign we added in Los Angeles and Seattle geos to target origin flights to South Padre Island. When we added in the LA and Seattle campaigns, we saw a spike in performance with LA sitting at .26% CTR and Seattle had a .22% CTR.

**DOOH:** We surpassed our booked impressions for DOOH due to our ability to buy venues programmatically.



**#FRONTIER**  
LOW FARES. LOW FLIES.

*Seattle!*

NOW SERVING  
**SOUTH PADRE ISLAND**

**BOOK NOW**

Seattle

**#FRONTIER**  
LOW FARES. LOW FLIES.

*Los Angeles!*

NOW SERVING  
**SOUTH PADRE ISLAND**

**BOOK NOW**

Los Angeles

**#FRONTIER**

*Denver!*

NOW SERVING  
**SOUTH PADRE ISLAND!**

**BOOK NOW**

Denver

**#FRONTIER**

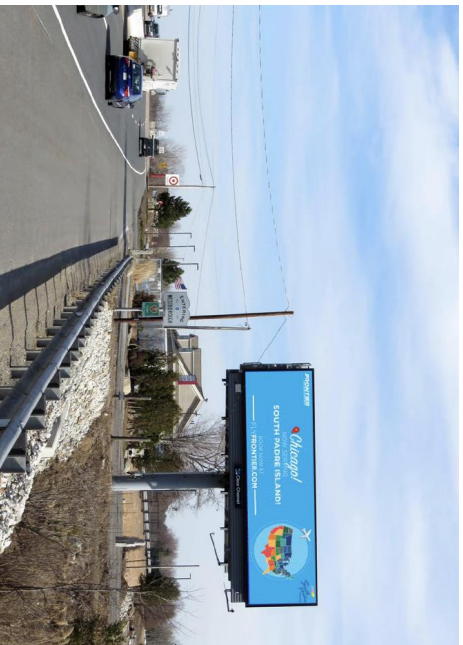
*Chicago!*

NOW SERVING  
**SOUTH PADRE ISLAND!**

**BOOK NOW**

Chicago

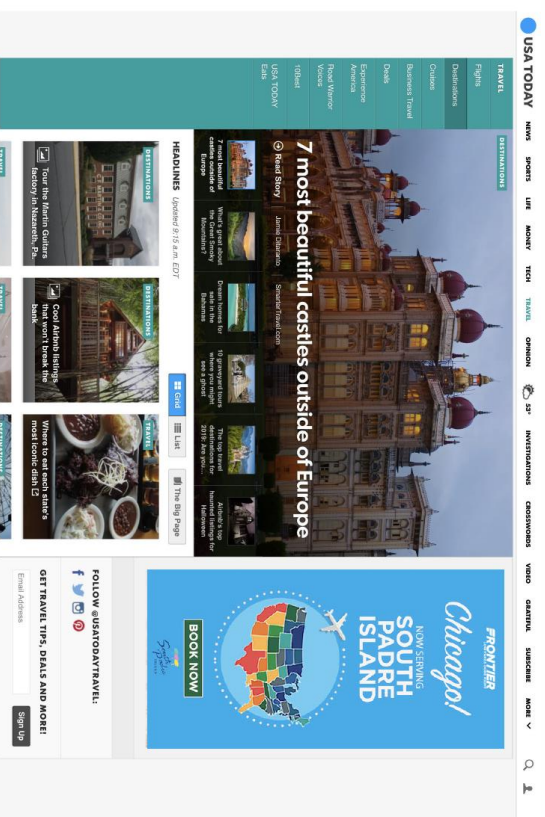




Billboard



Cross Platform Mobile



Cross Platform Display



## FY19 Fall Campaign

October - December (Leisure: Shoulder Seasons)

Budget: \$300,000

### Objectives

- Boost visitation during shoulder season
- Make travelers aware of South Padre Island's plethora of activities
- Increase awareness of and visitation to the CVB website
- Provide multiple touch points for the message
- Utilize media with a high and efficient reach against various target audiences
- Monitor response-rates, use CPL (cost-per-inquiry), Google Analytics, CPC (cost per click) etc., as contributing criteria for media selection

### Target Audience:

- Winter Texans & Adults/Retirees 55+ with HHl \$75k+
- A25-54 w/ very small children in HH (0-3, not of school age) with HHl \$75k+

**Geography:** DMA's: Waco/Temple/Bryan, Detroit, Denver, Chicago, Odessa/Midland.

Minneapolis/St. Paul, Corpus Christi, Austin,

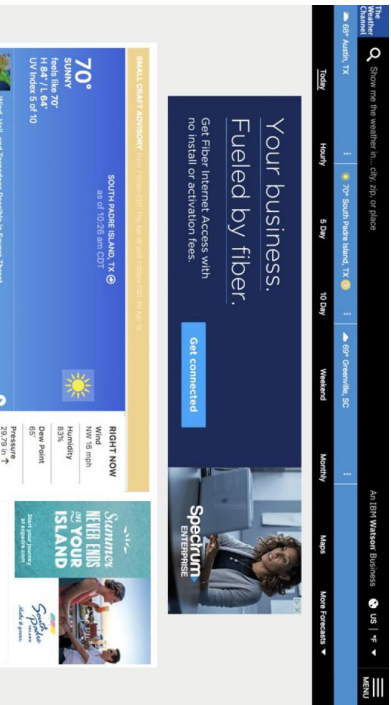
San Antonio, Houston, Tyler/Longview/Lufkin/Nacogdoches,

Harlingen/Weslaco/McAllen/Brownsville (Upper Valley only)

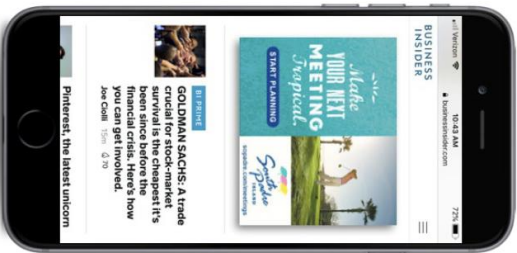
**Recommended Media:** Digital & Interactive OOH including Paid Social, Matador Network, Spot X Digital Video, E-blasts, Gum Gum Ads



Texas Monthly



Programmatic

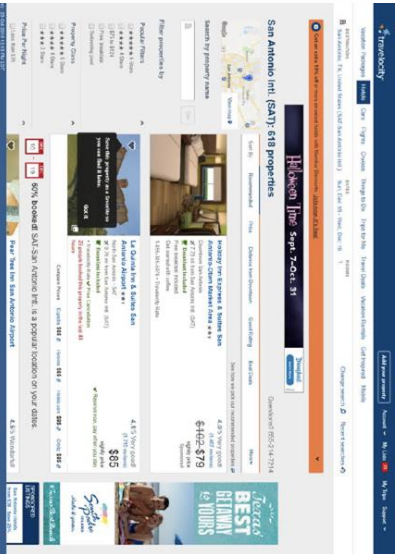


Programmatic



SPOT X





**Matador Network**

Expedia



## DigitalEdge

Phase 1/ March - August 2018

Budget: \$49,800

### About DigitalEdge Marketing

With 75 years of DMO and hotel sales and marketing experience we develop [meetings](#), [leisure](#) and [sports](#) marketing solutions for some of the coolest destinations in the country.

### Objectives

Create a strategic approach to meetings market and generate viable leads for CVB sales team to develop

### Rationale

The CVB meetings marketing campaign needs focus and concise messaging to ensure we are generating valuable leads. With new leads, the CVB sales team will have a stronger opportunity to develop the relationship to get the RFP and drive more business to South Padre Island.

**Target Audience:** Meeting Planners

### Phase 1 Deliverables

- Site Visit/Audit
- Evaluate Current Plan, database and reports
- Video Development
- Content Marketing/ Meetings Website Audit & Strategy

